

## Beck Institute Communications Plan (UPDATED ANNUALLY EACH JANUARY)

### **Mission:**

To improve lives worldwide through excellence in CBT.

### **Overview:**

Beck Institute for Cognitive Behavior Therapy was founded in 1994 by Drs. Aaron and Judith Beck as a new setting for state-of-the-art psychotherapy and professional training. Beck offers online resources and training opportunities for both individual professionals and organizations and provides clinical services to clients at its Philadelphia headquarters. Beck strives to improve the practice of Cognitive Behavior Therapy by keeping abreast of advancements in the field, incorporating those advancements into its training, and researching and reporting on the effectiveness of its online and in-person courses and workshops.

### **Unique Value Proposition**

The Beck Institute for Cognitive Behavior Therapy develops workshops and collateral based on the cognitive therapy model developed by co-founder Dr. Aaron Beck. Cognitive Behavior Therapy remains a useful tool, applicable across a number of patient types and can be applied in concert with other treatment modalities.

**Theme** (Changes Annually): 1994 to Now: The First and The Next 25 Years.

*The Next 25 Years*

### **Market Environment/Competition:**

- PESI provides continuing education both in person and online to adult learners across the globe.
- Behavioral Tech trains mental health care providers and treatment teams in the use of compassionate, scientifically valid treatments that can be implemented and evaluated by practitioners in their practice settings.

- The Albert Ellis Institute conducts research into, informs the practice of, and trains mental health professionals in the use of Rational-Emotive and Cognitive Behavior Therapy.
- The Academy of Cognitive Therapy is a global community of mental health professionals dedicated to upholding excellence in the dissemination, implementation, and practice of cognitive behavior therapies.

**PEST Analysis**

<p>Political</p> <ul style="list-style-type: none"> <li>● Attempts to dismantle/limit ACA</li> <li>● Gun control</li> <li>● Climate change</li> <li>● Left-right divisiveness</li> <li>● LGBTQIA activism</li> </ul>	<p>Economic</p> <ul style="list-style-type: none"> <li>● Wage stagnation</li> <li>● Service economy growth</li> <li>● Disappearing manufacturing</li> <li>● Student loan debt</li> </ul>
<p>Social</p> <ul style="list-style-type: none"> <li>● Attempts to dismantle/limit ACA</li> <li>● Mass casualty events</li> <li>● Gun control</li> <li>● Climate change</li> <li>● Opioid crisis</li> <li>● “Death” of the American dream</li> <li>● LGBTQIA activism</li> </ul>	<p>Technological</p> <ul style="list-style-type: none"> <li>● Telehealth <ul style="list-style-type: none"> <li>○ Smart devices</li> <li>○ Apps</li> </ul> </li> <li>● Decreased “in person” communication</li> <li>● Social media</li> <li>● Increased availability of and easy access to global research</li> </ul>

**Strengths**

Products	Fans	Geography	Board	Partnerships	Brand (J/ATB)	Reputation
CBT expertise	Social Media	Web	Team (us)	Resources	Endowment	Nonprofit

## Weaknesses

Reactive	Metrics	Psychwire	Prog Dev	User journey	Costs	Marketing
Optempo	BU focus	Recognition	Inexperience	Staff	Biz dev	Space

## Opportunities

Partners	Cert/Accred	Media	Practitioners	Market opps	Pub Int (MH)	Development
Metrics	TfO	New courses	New funding	Advocacy	Social issues	Veterans Affairs
College/Univ HCPs						

## Threats

Competition	Tech	Other modalities	CBT rep	Pharma	Healthcare reform	Typecasting
Audience awareness	Economy	Treatment stigma	(TfO) budget for training			

## Audiences

College/University learners	CBT Practitioners	HR Professionals	Organizational Managers w/direct reports
Colleges/Universities	Institutions/orgs	Educators	CBT-curious
Psychiatric docs/nurses	High school nurses	High school learners	

## Influencers

BI Staff/Faculty/Docs	Organizations who've completed training	Individuals who've completed training	ATB & Judy
CBT community			

## Key Messages

1. Beck Institute is the premier provider of training and resources for practitioners of and organizations interested in using Cognitive Behavior Therapy.
2. Dr. Judith Beck is a leading authority on the training and practice of CBT.
3. Beck Institute is staffed by well-trained, highly-qualified faculty.
4. Beck Institute Certification reflects our standard as the standard bearer for the proper practice of CBT.
5. Beck Institute trains people so they can help people get better
6. Beck Institute is the standard bearer for the practice of high-quality CBT
7. CBT is evidence-based, collaborative, adaptable, and can aid in the treatment of multiple conditions.

## Objectives

### Tier 1 (Can Do)

Increase site traffic 15% from (565,295 users in 2018 ) to (650,080 users in 2019)

Decrease bounce rate on Beck Institute home page by 10% from ( ~385,370 ) to (~378,737 ) Calculated based on projected site traffic estimate of 650,080 users and a decrease bounce rate from 68.26% in 2018 to 58.26% in 2019 (goal estimate). It may be more accurate to say a decrease in bounce rate from 68.26% to 58.26% since bounce rate in and of itself is measured as a percentage and the number of 378,737 is based on 58.26% of the estimated traffic target of 650,080

Increase conversion rate on Beck Institute landing pages by 10% (Accounting for 1453 workshop purchases = +146 purchases)

Increase conversion rate on Beck Institute search ads by 10% (+86 conversions) (2018 conversion amount: 868)

Increase newsletter subscribers by 3% from 56K to 58K

Increase online workshop registrations 17% from 5.6K to 6K (need psychwire information)

Stabilize in-person workshop registrations at ~780

**Tier 2 (Should Do)**

Increase online workshop completion rates psychwire

Increase Facebook likes 10% from 94,857 to 104,343

Increase Twitter RTs 75% from (x) to (x)

**Tier 3 (Like to Do)**

Produce one op-ed for print in a regional or national publication

Feature or quote in one regional or national healthcare-focused story publication

One completed request for comment in a regional or national online healthcare publication

One guest participation on a regional or national healthcare-focused podcast

**Channels/Tactics**

Blog

Type	Goals	Frequency	Audiences
ABT Memos	Share content valuable to users, drive traffic to website	As needed	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations

			Pharma organizations HCPs Media
Summit recaps	Share latest research, other valuable info revealed at Summit, drive traffic to website	As needed	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Case Studies	Share practitioner stories of workshops' influence/impact on practice	Every other month	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Feature stories	Share workshop-related insights of use to audiences	Monthly	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni

			Healthcare organizations Pharma organizations HCPs Media
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### Top Two (Blog)

- Feature Stories
- Summit Recaps

### Email

Type	Goals	Frequency	Audiences
Online Workshop Promotion	Increase enrollment in online workshops, drive traffic to website	Two months before One month before Two weeks before One week before Day before	Certification path (participating, interested) Beck Learning Path (completing, interested)
Workshop follow-up	Increase enrollment in online workshops, direct user to next workshop on Beck Learning path, drive traffic to website	Day following completion, two weeks after, four weeks after	Workshop participants
In-person workshop promotion	Increase enrollment in in-person workshops	Two months before One month before Two weeks before One week before Day before	Certification path (participating, interested) Beck Learning Path (completing, interested)
Informational	Share information of use to Beck audiences, drive traffic to website	Monthly	Newsletter subscribers Faculty Staff Beck-curious

			CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Faculty Newsletter	Share information of use to faculty, drive traffic to website	Every other month	Beck faculty
Events	“Save the date” and event-focused announcements, drive traffic to website	As needed. For Beck-hosted events: Six months before Four months before Two months before One month before Two weeks before One week before Day before	TBD
President’s Year In Review/What’s Next	Summary of accomplishments, what’s coming, drive traffic to website	Each December annually	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Post-speaking event follow-up (President)	Thanks for attending, event materials, drive traffic to website	As needed	Event attendees



Top Two (Email):

- Online Workshop Promotion
- In-person Workshop Promotion

Video

Type	Goals	Frequency	Audiences	Cost
Beck overview	Share information about Beck's present and future with audiences	One time (evergreen content)	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media	\$2500
25th Anniversary	Celebratory video with information about Beck's founding, present and future	One time	Event participants Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media	\$2500

Practitioner Testimonials	Short videos to share information about Beck workshops and effect on practice	Varies	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media	\$2500
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Top (Video)

- 25th Anniversary

Website

Type	Goals	Frequency	Audiences
Content updates	Provide fresh content for audiences	As needed	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media

## Social Media

### Twitter

Type	Goals	Frequency	Audiences
Online workshop posts	Increase workshop attendance, drive website traffic	3-4 times/week	Followers
Summit summaries	Share information of use to audiences, drive increased website traffic	Varies	Followers
Blog posts	Increase attendance at workshops, share information of use to audiences, drive increased website traffic	Varies	Followers
Twitter chats	Cement thought leadership role by making experts (president, in-house practitioners, faculty) available to audiences, share information about advancements in CBT	Quarterly	Followers
Events	Increase awareness of, attendance at, Beck participation in events, share information of use to audiences, drive increased website traffic	Varies	Followers

### Top Two (Twitter)

- Blog posts
- Events

## Facebook

Type	Goals	Frequency	Audiences
Online workshop posts	Increase workshop attendance, drive website traffic	3-4 times/week	Followers
Summit summaries	Share information of use to audiences, drive increased website traffic	Varies	Followers
Events	Increase awareness of, attendance at, Beck participation in events, share information of use to audiences, drive increased website traffic	Varies	Followers
Blog posts	Increase attendance at workshops, share information of use to audiences, drive increased website traffic	Varies	Followers
Facebook Live	Cement thought leadership role by making experts (president, in-house practitioners, faculty) available to audiences, share information about advancements in CBT	Twice/year	Followers

## Top Two

- Blog posts
- Online workshop posts

## LinkedIn

Type	Goals	Frequency	Audiences
Online workshop posts	Increase workshop attendance, drive website traffic	3-4 times/week	Followers
Summit summaries	Share information of use to audiences, drive increased website traffic	Varies	Followers
Events	Increase awareness of, attendance at, Beck participation in events, share information of use to audiences, drive increased website traffic	Varies	Followers
Blog posts	Increase attendance at workshops, share information of use to audiences, drive increased website traffic	Varies	Followers
LinkedIn "Ask An Expert"	Cement thought leadership role by making experts (president, in-house practitioners, faculty) available to audiences, share information about advancements in CBT	Once/year (second quarter)	Followers

## Top Two

- Blog posts
- Online workshop posts

## YouTube

Type	Goals	Frequency	Audiences
Summit Panel	Cement thought leadership role by making experts (president, in-house practitioners, faculty) available to audiences, share information about advancements in CBT	Annually	Event participants Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Practitioner Testimonials	Cement thought leadership role by making practitioners and faculty available to audiences, share information about advancements in CBT	Varies	Newsletter subscribers Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media

## Top (YouTube)

- Practitioner testimonials

Print

Type	Goals	Frequency	Audiences
Patient Pamphlets (update)	Share concise, treatment-focused print collateral with audiences	TBD	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Alumni
Brochures	Provide a print takeaway with information on Beck	TBD	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Training calendars	Provide users with print collateral outlining in-person workshop dates	TBD	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs

Online Training Materials	Provide users with print collateral outlining online workshop dates	TBD	<ul style="list-style-type: none"> <li>Newsletter subscribers</li> <li>Faculty</li> <li>Staff</li> <li>Beck-curious</li> <li>CBT-curious</li> <li>CBT practitioners</li> <li>MHPs</li> <li>Alumni</li> <li>Healthcare organizations</li> <li>Pharma organizations</li> <li>HCPs</li> <li>Media</li> </ul>
Conference Collateral	Print collateral for use when tabling at conferences and other large gatherings	TBD	<ul style="list-style-type: none"> <li>Conference attendees</li> <li>Faculty</li> <li>Staff</li> <li>Beck-curious</li> <li>CBT-curious</li> <li>CBT practitioners</li> <li>MHPs</li> <li>Alumni</li> <li>Healthcare organizations</li> <li>Pharma organizations</li> <li>HCPs</li> </ul>
Certification brochure	Print collateral for use in outlining certification (overview, benefits, required workshops)	TBD	<ul style="list-style-type: none"> <li>Faculty</li> <li>Staff</li> <li>Beck-curious</li> <li>CBT-curious</li> <li>CBT practitioners</li> <li>MHPs</li> <li>Alumni</li> <li>Healthcare organizations</li> <li>Pharma organizations</li> <li>HCPs</li> </ul>



			Media
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Top Two (Print)

- Certification brochure
- Brochures

Media

Type	Goals	Frequency	Audiences
Newspaper	Cement thought leadership role by making practitioners and faculty available to audiences, share information about advancements in CBT	Once per year	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Magazine	Cement thought leadership role by making practitioners and faculty available to audiences, share information about advancements in CBT	Once per year	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs

			Media
Broadcast	Cement thought leadership role by making practitioners and faculty available to audiences, share information about advancements in CBT	Twice per year	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Online (blogs, requests for comment)	Cement thought leadership role by making practitioners and faculty available to audiences, share information about advancements in CBT	Three times per year	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media
Podcast (earned)	Cement thought leadership role by making practitioners and faculty available to audiences, share information about advancements in CBT	Twice per year	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations

			HCPs Media
Podcast (owned)	Cement thought leadership role by making practitioners and faculty available to audiences, share information about advancements in CBT	Quarterly	Faculty Staff Beck-curious CBT-curious CBT practitioners MHPs Alumni Healthcare organizations Pharma organizations HCPs Media

Top Two (Media)

- Broadcast
- Online (blogs, requests for comment)

## Appendix

### Blog Workflow

#### Request

1. Communications Associate reviews communications plan to identify blog opportunity
2. Communications Associate submits blog request to potential author
  - a. Faculty
  - b. Staff
  - c. External resource
3. Draft blog post returned to Communications Associate as a Word document, who forwards to Communications Manager with final due date

#### Review

1. (With Tracked Changes enabled): Communications Manager edits (grammar)
2. President's Executive Assistant edits (grammar and content)
3. President edits (content)
4. Executive Assistant shares final approved copy with Communications Manager, Communications Assistant

#### Post

1. Communications Assistant adds copy to blog post template in WordPress
2. Communications Assistant notifies Communications Manager via CoSchedule for final review, email design

#### Email Workflow

1. Communications Manager designs emails in email tool
  - a. Emails "from" President or with a letter from President must be approved by President
  - b. Share copy with President via Word document with Track Changes enabled

2. Communications Manager sends test email to Development Specialist
3. Development Specialist reviews, edits, shares with Communications Manager
4. Share outstanding editing questions, including voice, with Executive Assistant
5. Communications Manager reviews final version and sends email

## Social Media Guidelines

The following are guidelines for Beck Institute employees, volunteers, and contractors participating in social media.

Social media includes personal blogs and other websites, including social networking platforms like Facebook, LinkedIn, Twitter, YouTube or others. These guidelines apply whether employees, volunteers, and contractors are posting to their own sites or commenting on other sites:

1. Follow all applicable Beck Institute policies. For example, you must not share confidential or proprietary information about Beck Institute and you must maintain client privacy. Among the policies most pertinent to this discussion are those concerning patient confidentiality, mutual respect, political activity, Computer, E-mail & Internet Use, photography and video, and release of patient information to media.
2. Write in the first person. Where your connection to Beck Institute is apparent, make it clear that you are speaking for yourself and not on behalf of Beck Institute. In those circumstances, you should include this disclaimer: "The views expressed on this [blog; website] are my own and do not reflect the views of my employer." Consider adding this language in an "About me" section of your blog or social media profile.
3. If you identify your affiliation to Beck Institute, your social media activities should be consistent with Beck Institute's high standards of professional conduct.
4. If you communicate in the public internet about Beck Institute or Beck Institute-related matters, you must disclose your connection with Beck Institute and your role at Beck Institute.
5. Be professional, use good judgment and be accurate and honest in your communications; errors, omissions or unprofessional language or behavior reflect poorly on Beck Institute, and may result in liability for you or Beck Institute. Be respectful and professional to fellow employees, business partners, competitors and patients.
6. Ensure your social media activity does not interfere with your work commitments.
7. Beck Institute strongly discourages "friending" of clients on social media websites. Staff in client care roles generally should not initiate or accept friend requests except in unusual circumstances such as the situation where an in-person friendship pre-dates the treatment relationship.

8. Beck Institute does not endorse people, products, services and organizations. Official Beck Institute accounts should not be used to provide such endorsements. For personal social media accounts where your connection to Beck Institute is apparent, you should be careful to avoid implying that an endorsement of a person or product is on behalf of Beck Institute, rather than a personal endorsement. As an example, LinkedIn users may endorse individuals or companies, but may not use Beck Institute's name in connection with the endorsement, state or imply that the endorsement is on behalf of Beck Institute, or state specifically that the endorsement is based on work done at Beck Institute.
9. Unless approved by the Communications Department, your social media name, handle and URL should not include Beck Institute's name or logo.
10. If you have any questions about what is appropriate to include in your social media profile(s), contact the Communications Department.

Social Media Community Management - Escalation

LEVEL	SCENARIO	ACTION	ESCALATION
MILD	<p>Response or un-prompted message from individual which is directly negative but not abusive or considered angry. Not threatening.</p> <p>0 to 3 further responses in same vein.</p> <p>Positive support from others community in disagreement with negative posts may occur.</p> <p>Disagreement or opposing opinion is not an escalation incident.</p>	<p>Friendly, disarming response.</p> <p>Direct to relevant blog or site resource where available.</p> <p>Non-committal conversation may be considered if subject can be confidently addressed. Otherwise express as social media manager you will get a relevant member of team to join conversation. Do not debate or disagree.</p> <p>Provide opportunity to message social media manager with contact details for further inquiry/customer service support.</p> <p>Respond to individual's directly where contact details provided.</p> <p>Respond to public discussion where appropriate and after agreement with social media manager.</p> <p>Look to use topic for further community discussion involving someone relevant from your team.</p> <p>Create resources to deal with topic and to direct people to in future.</p>	<p>Telephone call: not required</p> <p>Email Details:</p> <p>Agency Contact - _____</p> <p>Internal Contact - _____</p> <p>If no response then contact 2nd level _____</p> <p>Email Subject:</p> <p>Mild Community Escalation – {Channel Name}</p> <p>Email Content:</p> <ul style="list-style-type: none"> <li>● Time and date</li> <li>● URL</li> <li>● Comment</li> <li>● Required Client Response (next step)</li> </ul>



LEVEL	SCENARIO	ACTION	ESCALATION
DIFFICULT	<p>Angry, threatening, abusive response or un-prompted message from individual.</p> <p>0 to 3 further responses in same vein.</p> <p>Or, Mild Response with 3+ others joining in.</p> <p>Positive support from others community in disagreement with negative posts may occur.</p>	<p>Express, this is recognized as an important matter. Friendly, disarming response. Non-committal. Do not engage in discussion/debate.</p> <p>Kindly remind community that abusive or threatening language will be moderated and request comments are adjusted. Then moderate.</p> <p>Specifically request direct contact to help resolve matter. Request email and contact details are supplied.</p> <p>Repeat message, until further response from client is available.</p> <p>Return to conversation with organizational representative to address situation.</p> <p>Look to resolve specific individual cases in private. Look to resolve general topic in community where discussion began.</p> <p>Look to use topic for further community discussion involving someone relevant from organization.</p> <p>Create resources to deal with topic</p>	<p>Telephone call:</p> <p>Agency Contact - _____</p> <p>Internal Contact - _____</p> <p>Email details:</p> <p>Agency Contact _____</p> <p>Internal Contact - _____</p> <p>If no response then contact 2nd level _____</p> <p>Email Subject: Difficult Community Escalation – {Channel Name} – Action Required</p> <p>Email Content:</p> <ul style="list-style-type: none"> <li>● Time and date</li> <li>● URL</li> <li>● Comment</li> <li>● Required Client Response: 2 hrs (next step)</li> </ul>

		and to direct people to in future.	
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LEVEL	SCENARIO	ACTION	ESCALATION
CRISIS	<p>Angry, threatening, abusive response or un-prompted message from individual.</p> <p>3+ further responses in same vein.</p> <p>Or, Mild Response with 10+ others joining in.</p> <p>No Positive support from others community in disagreement with negative posts.</p> <p>Situation beginning to get mentioned on other social channels.</p>	<p>Express, this is an important matter and that is being addressed urgently. Do not engage in discussion/debate.</p> <p>Kindly remind community that abusive or threatening language will be moderated and request comments are adjusted. Then moderate.</p> <p>Specifically request direct contact to help resolve matter. Request email and contact details are supplied.</p> <p>Where possible move crisis conversation off main channel e.g. start Facebook discussion, set up Twitter profile.</p> <p>Repeat message, until further response from client is available.</p> <p>Identify leaders/influencers within the complaining group and seek to identify core issue. Communicate this is happening.</p> <p>Decide on suitable course of action and liaise with leaders/influencers</p>	<p>Telephone Call: (24/7 contact)</p> <p>Agency Contact - _____</p> <p>Internal Contact - _____</p> <p>If no response then contact 2nd level _____</p> <p>Email Details</p> <p>Agency Contact - _____</p> <p>Internal Contact - _____</p> <p>Email Subject: CRISIS Community Escalation – {Channel Name} – Immediate Action Required</p> <p>Email Content:</p> <ul style="list-style-type: none"> <li>● Time and date</li> <li>● URL</li> <li>● Comment</li> </ul>

		<p>until solution is reached.</p> <p>Return to public conversation with client to address situation.</p> <p>Look to resolve specific individual cases in private. Look to resolve general topic in community where discussion began.</p> <p>Carry out review of topic and adjust where necessary.</p> <p>Produce a statement which can be blogged or put on your website site regarding subject.</p> <p>Reference statement on social channels where appropriate to bring closure to subject.</p> <p>Create resources to deal with topic and to direct people to in future.</p>	<ul style="list-style-type: none"> <li>Required Client Response: within 30 mins (next step)</li> </ul>
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### Positive Escalation

LEVEL	SCENARIO	ACTION	ESCALATION
MANAGER	<p>Someone who wants to directly be connected with senior or management level staff.</p> <p>Someone who looks like they could present a huge opportunity to the business and would need to be passed on to management and</p>	<p>Express, this is recognised as an important matter. Take their details and tell them you will pass their details on.</p> <p>Email your social media agency or CM to tell them about the opportunity and any ideas you may</p>	<p>Telephone Call:</p> <p>Agency Contact - _____</p> <p>Internal Contact - _____</p>

	<p>senior level staff.</p> <p>Types of opportunity include:</p> <ol style="list-style-type: none"> <li>1. Guest Blogging</li> <li>2. Partnerships</li> <li>3. Sponsorships</li> <li>4. Marketing / Advertising</li> <li>5. Finance</li> <li>6. High Level Events</li> </ol>	<p>have around it.</p> <p>Get as much information as possible about any given opportunity and let the person know that you will forward this to people higher in the company.</p>	<p>If no response then contact 2nd level</p> <hr/> <p>Email Details</p> <p>Agency Contact -</p> <hr/> <p>Internal Contact -</p> <hr/> <p>Email Subject:</p> <p>Difficult Community Escalation – {Channel Name} – Action Required</p> <p>Email Content:</p> <ul style="list-style-type: none"> <li>● Time and date</li> <li>● URL</li> <li>● Comment</li> <li>● Required Client Response: 2hrs (next step)</li> </ul>
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